

ORDER



Orders
Order / Rev: 704306
Alt Order #: 06261734
Product Desc: AMERICANS FOR PROS
Estimate: 1127
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/06/12 / 08/06/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	60	\$56,525.00	\$48,046.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	60	\$56,525.00	\$48,046.25	0.00
Totals	60	\$56,525.00	\$48,046.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	27%	\$56,525.00
Market	100%	\$209,351.85

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$27,215.74
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$37,683.33
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	41%	\$85,834.26
WFTC	1%	\$2,093.52

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	08/15/12	08/17/12	Today Show Today Show	CM	7-9a -- WTF--	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				6	\$700.00		0.00			
2	KARE	08/15/12	08/17/12	M-F 11a-12p KARE 11 Today	CM	11A-12P -- WTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				4	\$175.00		0.00			
3	KARE	08/15/12	08/17/12	M-F 3-4p DR OZ	CM	3-4p -- WTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$325.00		0.00			
4	KARE	08/15/12	08/17/12	M-F 4-430p KARE 11 4 News	CM	4-430P -- WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$300.00		0.00			
5	KARE	08/15/12	08/17/12	M-F 430-5p Jeopardy	CM	430-5P -- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$800.00		0.00			
6	KARE	08/15/12	08/17/12	M-F 5-530p KARE 11 5 News	CM	5-530p -- WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$1,200.00		0.00			
7	KARE	08/15/12	08/17/12	M-F 6-630p KARE 11 6 News	CM	6-630p -- WTF--	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$1,300.00		0.00			
8	KARE	08/15/12	08/17/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm -- WTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$1,500.00		0.00			
9	KARE	08/15/12	08/17/12	M-F 10-1035p KARE News 10p	CM	10-1035P -- WTF--	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$2,200.00		0.00			
10	KARE	08/15/12	08/17/12	Tonight Show Tonight Show	CM	1035pm-1135pm -- WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$750.00		0.00			
11	KARE	08/16/12	08/16/12	Thu Prime ROCK CENTER	CM	Thu Prime (9:00 PM-10:00 PM) --- T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--- T---				1	\$1,500.00		0.00			
12	KARE	08/18/12	08/18/12	Sat 8-10a KARE 11 Saturday	CM	8-10a ----- S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- S-				1	\$750.00		0.00			
13	KARE	08/18/12	08/18/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P ----- S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- S-				1	\$800.00		0.00			
14	KARE	08/19/12	08/19/12	Sun 5-530p KARE 11 5 News Su	CM	5P-530P ----- S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----- S				1	\$850.00		0.00			
N15	KARE	08/19/12	08/19/12	Sun Prime DATELINE	CM	Sun Prime (6:00 PM-7:00 PM) ----- S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

